

Getting Your Feet Wet with Social Marketing

Simple Steps to
Success using
Social Marketing

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Starting Point

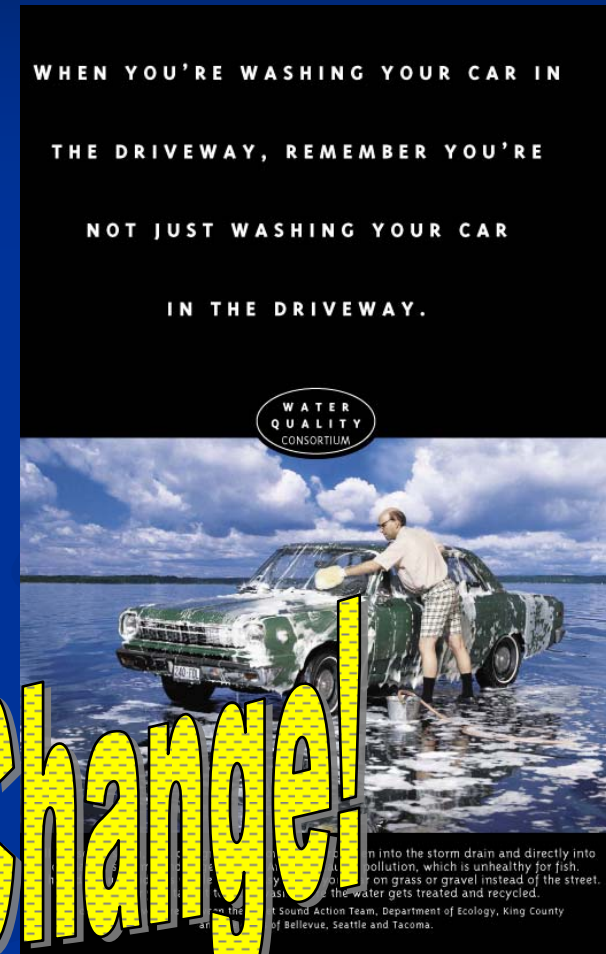
Personal Behavior Change

- Have you ever made a sustained lifestyle change?
- What?
- Why?
- What was the tipping point?



Social Marketing Defined

- Social Marketing is an integrated marketing communication approach to promoting behavior change that benefits individuals or society.



Selling Behavior Change!

Behavior Change Process

Knowledge

Pre-contemplation

Persuasion

Contemplation

Decision

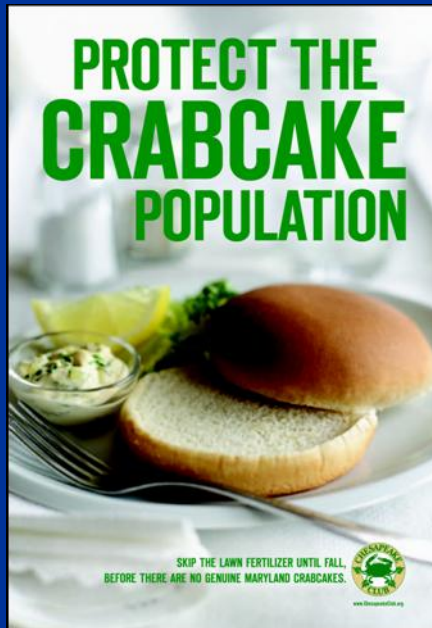
Preparation

Implementation

Action

Confirmation

Maintenance



Rogers, Diffusion of Innovations

Prochaska, Stages of Change Model

Integrated Marketing Communication

- Combine communication approaches
 - Advertising
 - Public Relations
 - Media relations
 - Newsletters
 - Existing mediums
 - Water bill stuffers, point of sale, etc.
 - Community-based approaches
 - Speeches/Public meetings
 - School presentations, other educational venues
 - Displays

Media Mix

IT'S ALL ABOUT BEHAVIOR CHANGE

- Eat 5 fruits and vegetables a day.
- Buckle your seat belts.
- Pick up after your pet.
- Mow high and let it lie.
- Plant native plants.
- Turn off water while brushing your teeth.
- Water in the early morning or late evening.
- Install low flow shower heads.



Commercial Marketing concepts

■ The 4 P's

- Product
- Price
- Place
- Promotion



■ Social Marketing “Sells” Positive Behaviors

Why Social Marketing is Harder

We ask people to

- Be uncomfortable
- Risk rejection
- Reduce pleasure
- Give up looking good
- Be embarrassed
- Go out of their way
- Spend more time
- Spend more money



Rain Gardens

Christopher Obropta, Ph.D., Extension Specialist in Water Resource, William J. Sciarappa, Ph.D., Monmouth County Agricultural Agent, and Vivian Quinn, Monmouth County Program Assistant

What is a Rain Garden?

A rain garden is a landscaped, shallow depression that allows rain and snowmelt to be collected and seep naturally into the ground. This helps recharge our groundwater supply and prevents a water quality problem called polluted runoff (nonpoint source pollution). Rain gardens are an important way to make our cities and neighborhoods more attractive places to live while enhancing ecological health.

Benefits

Having a rain garden in your landscape will reap much more than what is easily visible. During a heavy rainstorm much of the water quickly washes into streets from sidewalks, parking lots, and lawns. It then goes down stormdrains and eventually ends up in local water bodies. What you don't see washing away with the rain water are pollutants such as pesticides, fertilizers, and petrochemicals, which may have accumulated on lawns, driveways, and streets. A shallow depression in the lawn to capture stormwater allows this water to penetrate and move into the ground instead of running off and down into the stormdrain. As the captured water slowly percolates into the ground, pollutants are filtered out, nutrients are used by the plants, or pesticides are broken down by microorganisms. Minimizing runoff into stormdrains also results in decreased sediment, flooding, and shoreline damage. Compared to a conventional lawn, rain gardens allow 30% more water to soak into the ground. Because rain gardens are landscaped, they add beauty to a lawn and create a habitat for birds, butterflies, and beneficial insects.

Getting Started

For best plant establishment and easier digging as a result of spring rains, start the actual construction in the spring.

A summer start will work but you may need to water the plants more often until they are established. The first important step is to observe your property during heavy rains, noting where puddles are forming, which areas are not draining well, and where runoff is flowing, especially from the downspouts. Next proceed to pinpoint an exact site and decide on the size and depth required for success.



An established rain garden in bloom. Garden intercepts runoff before it reaches the impervious surface.

Site Selection

Rain gardens can be located near downspouts to intercept only roof runoff, placed to collect water from lawn and roof, or along driveways and sidewalks. The topography of your property and where runoff flows will help determine the exact site. Locate an area without existing ponding with a slope between 1% and 10% that is at least 10 feet from the house foundation. Area should not be directly over a septic system. Good soil drainage is important. Determine how fast the soil drains at your site by doing a percolation test. Dig an 8 inch hole and fill with water to saturate soil. Once water has drained, refill with water. If hole completely drains within a few hours, you are assured the area is suitable. Full sun or partial sunlight will allow widest selection of plants, but part shade with the proper plant material will also work (Diagram 1).



THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS
COOK COLLEGE

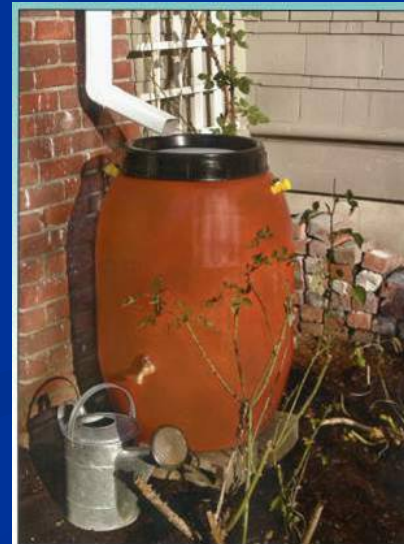
Social Marketing Process

The Social Marketing Process Outlined in Four phases.



Social Marketing Process

- Define the issue and the actions
 - Issue—what's your goal?
 - Actions—What do you want done?
 - Behavioral (what you want people to do)
 - Structural (what sponsors need to do)



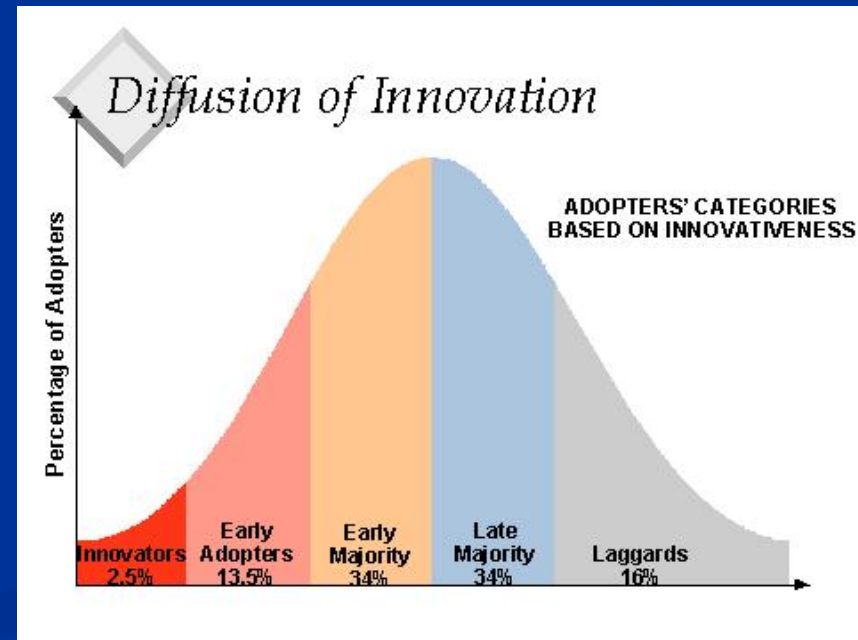
NATURAL WATER for Your Garden

Rain barrels are a perfect fit with natural yard care. **Building healthy soil, planting right** for your site, **practicing smart watering** (making every drop count and watering from rain barrels when you can), **thinking twice before using pesticides** and **practicing natural lawn care** — are all part of gardening the Seattle friendly way.

To get more information on the sale and learn more about rain barrels, call the Natural Lawn & Garden Hotline at (206) 633-0224 or visit our web site at www.seattle.gov/util/rainbarrel/

Audience

- How can you group, or segment your audiences?
 - Demographics
 - Interests
 - Affiliations
 - audience research
- Who do you target First?
 - Innovators
 - Change agents
 - Opinion Leaders



Campaign

- Learn about your audience
- Test Messages and concepts
- Use and Integrate Marketing approach (Media Mix)
 - Mass media
 - Community based approaches
 - Earned media (news media)

Evaluate

■ What?

- Process
- Outputs
- Outcomes

■ Measures

- Did people receive the message?
- Did they learn something?
- Did they take action?
- Did the actions spread (diffuse)?

Ways to Make Social Marketing a little easier

- Give people something simple to do
- Make it worth their while
 - What's in it for me? (Benefits)

Transition is...
...the logical and efficient way to convert your yard to a green garden. For more information look for the Grow Green Installation and Maintenance fact sheet

Step-by-Step Transition

1. The original yard had a typical suburban look—a single row of shrubs near the house and a large area of St. Augustine grass.
2. The St. Augustine was removed and donated to a neighbor. Enriched soil was added to maintain healthier plants and to conserve water. An irrigation system would be installed at this time.
3. Walkways and landscape beds were installed to set the framework for the yard.
4. Trees and plants were placed to anticipate growth and shade.
5. The finished product - a green garden with textural and seasonal variety for all to enjoy!

Think you have a beautiful Green Garden?
Apply for an award at www.ci.austin.tx.us/greengarden/downloads/lawge_form.pdf or look for an application at a Grow Green nursery.

GREEN GARDEN
Protecting Austin's Environment



Ways to Make Social Marketing a little easier

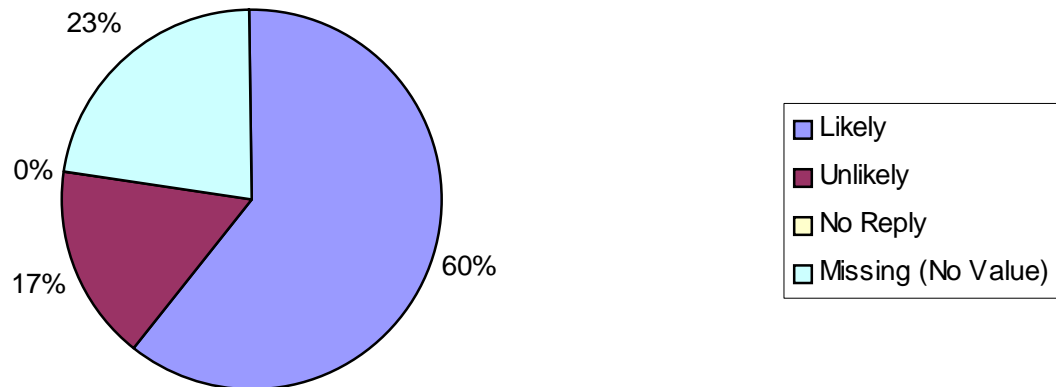
■ Partner

- Agencies
- NGOs
- Businesses
- Community groups and members

Ways to Make Social Marketing a little easier

- Audience research
 - What already exists?
 - What do you need to learn?

12. For this question, answer likely or unlikely for each price range to indicate your interest in purchasing and installing a rain barrel. - \$20-\$50



Ways to Make Social Marketing a little easier

- Target messages and media efforts to your audience



Ways to Make Social Marketing a little easier

- Test messages from other campaigns/locations



<http://www.epa.gov/nps/toolbox/>

**LAWN
TODAY**



**HERE
TOMORROW**



Many things you put on your yard end up in the water near you. Stormwater runoff is North Carolina's #1 water pollutant. Learn more at www.ncstormwater.org



Pollute Your Water, Pollute Yourself



Worth Protecting



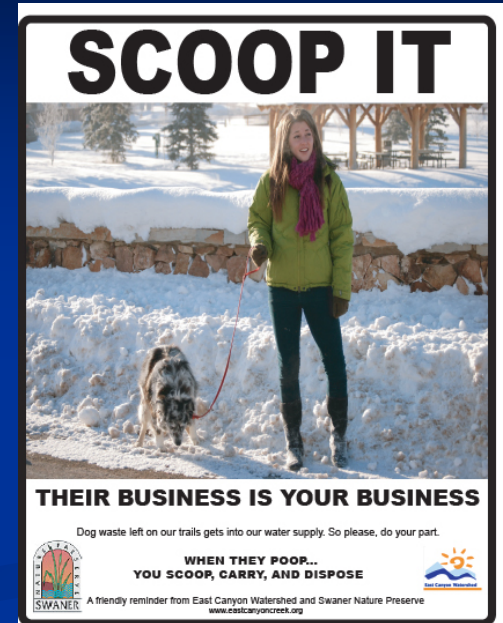
By preventing pollution of our creeks and Bay, we keep the environment healthy for wildlife and people too. Did you know that litter tossed on the street goes through

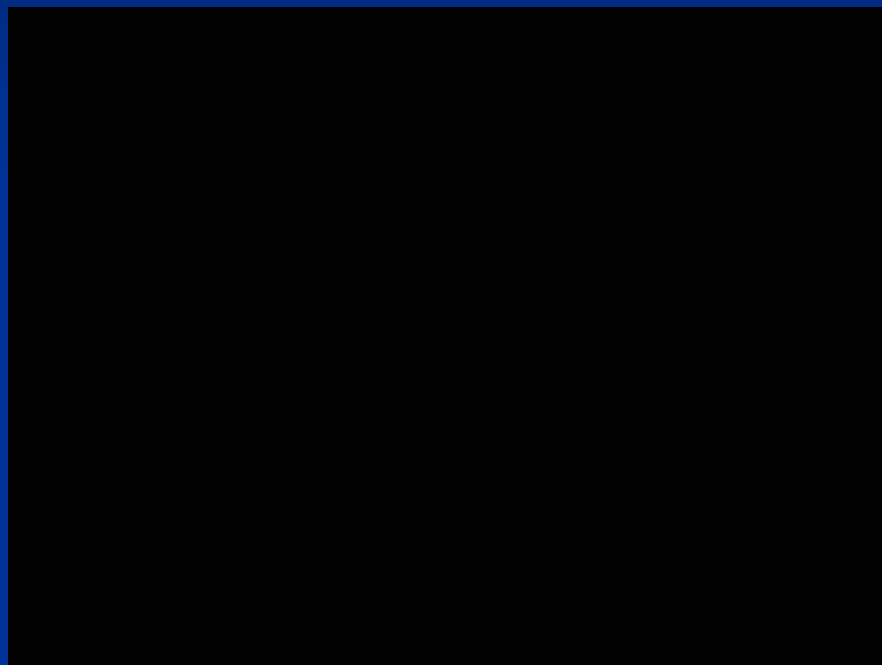
stormdrains to our creeks and Bay? Find out how you can help protect our watershed and get your free Watershed Watch Kit at www.WatershedWatch.net. Or call the Hotline at 1-866-WATERSHED.

Watershed Watch
Protect Our Creeks And Bay

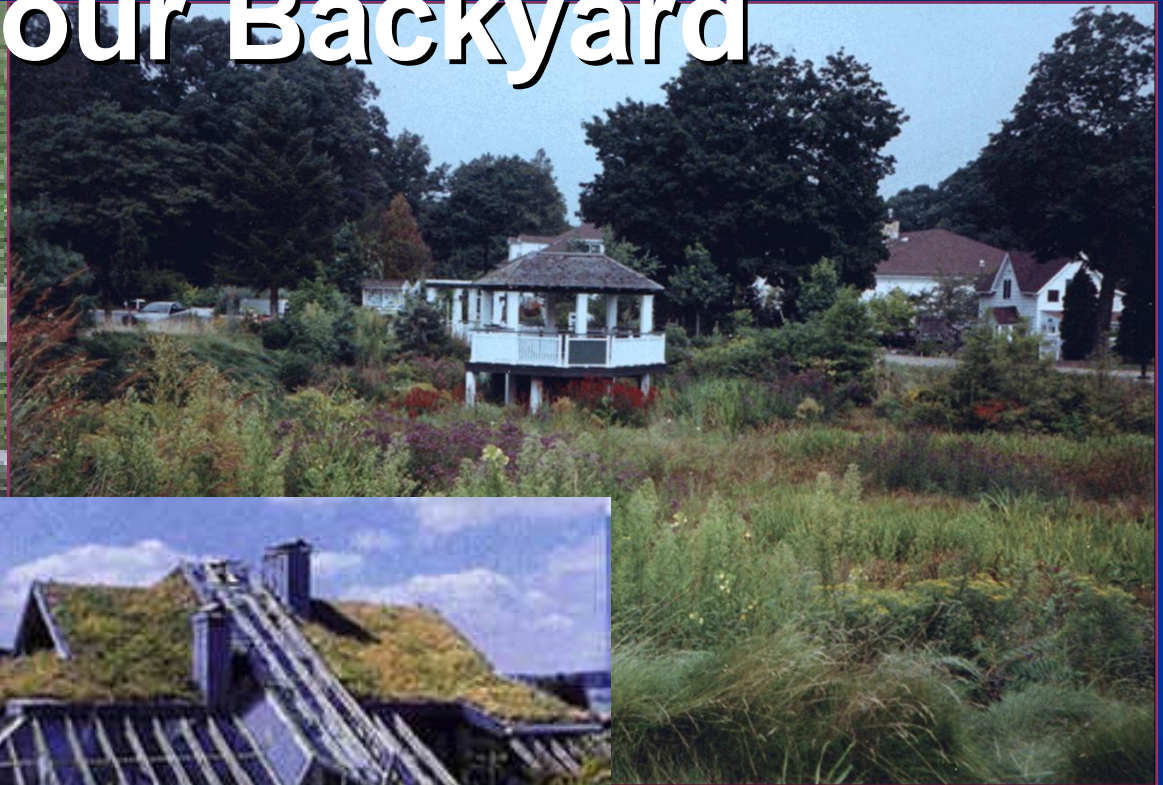
Use Vivid Communication

- Humor
- Shock
- Colors
- Emotional



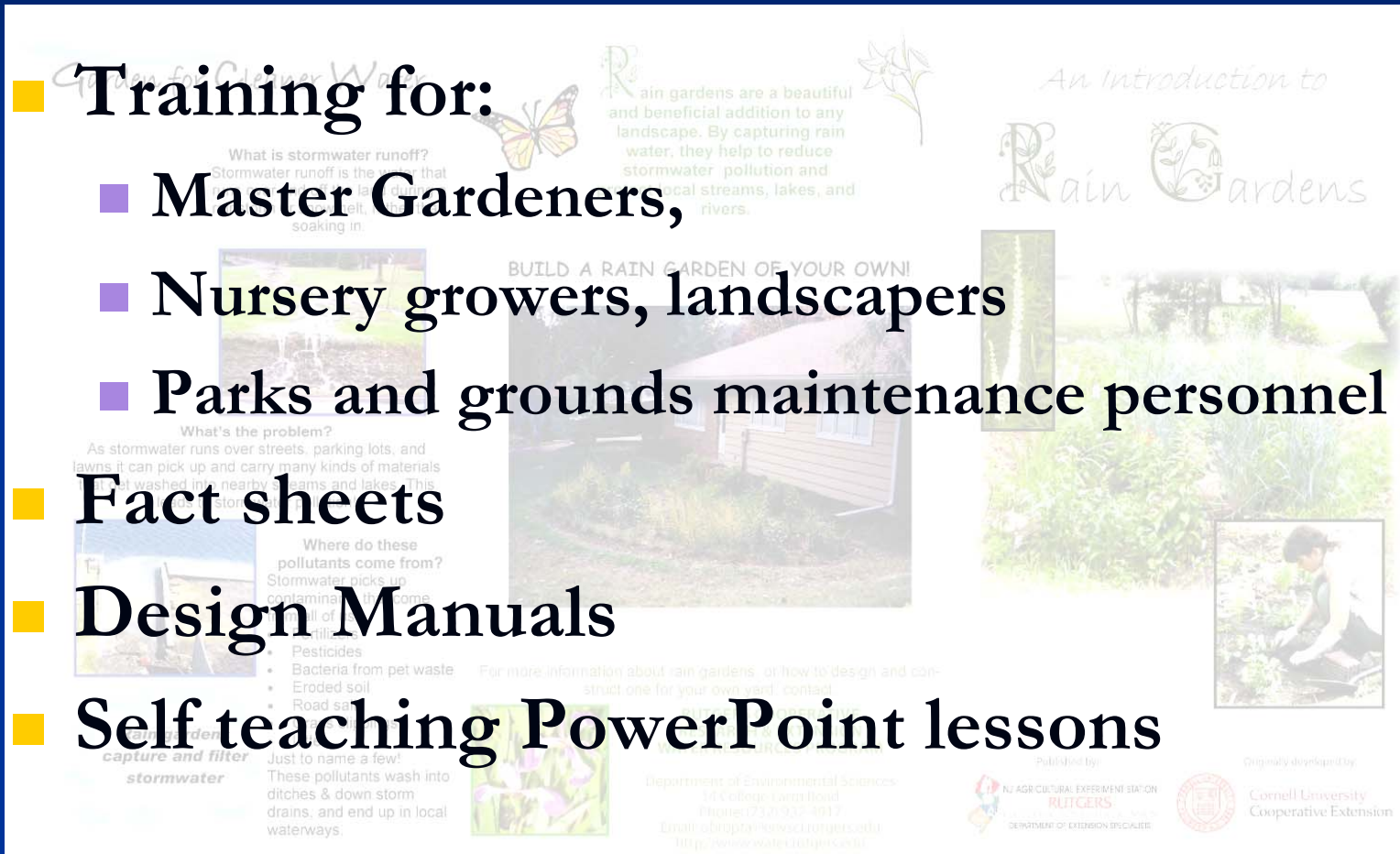


EPA Region II—New Jersey Stormwater Management in Your Backyard



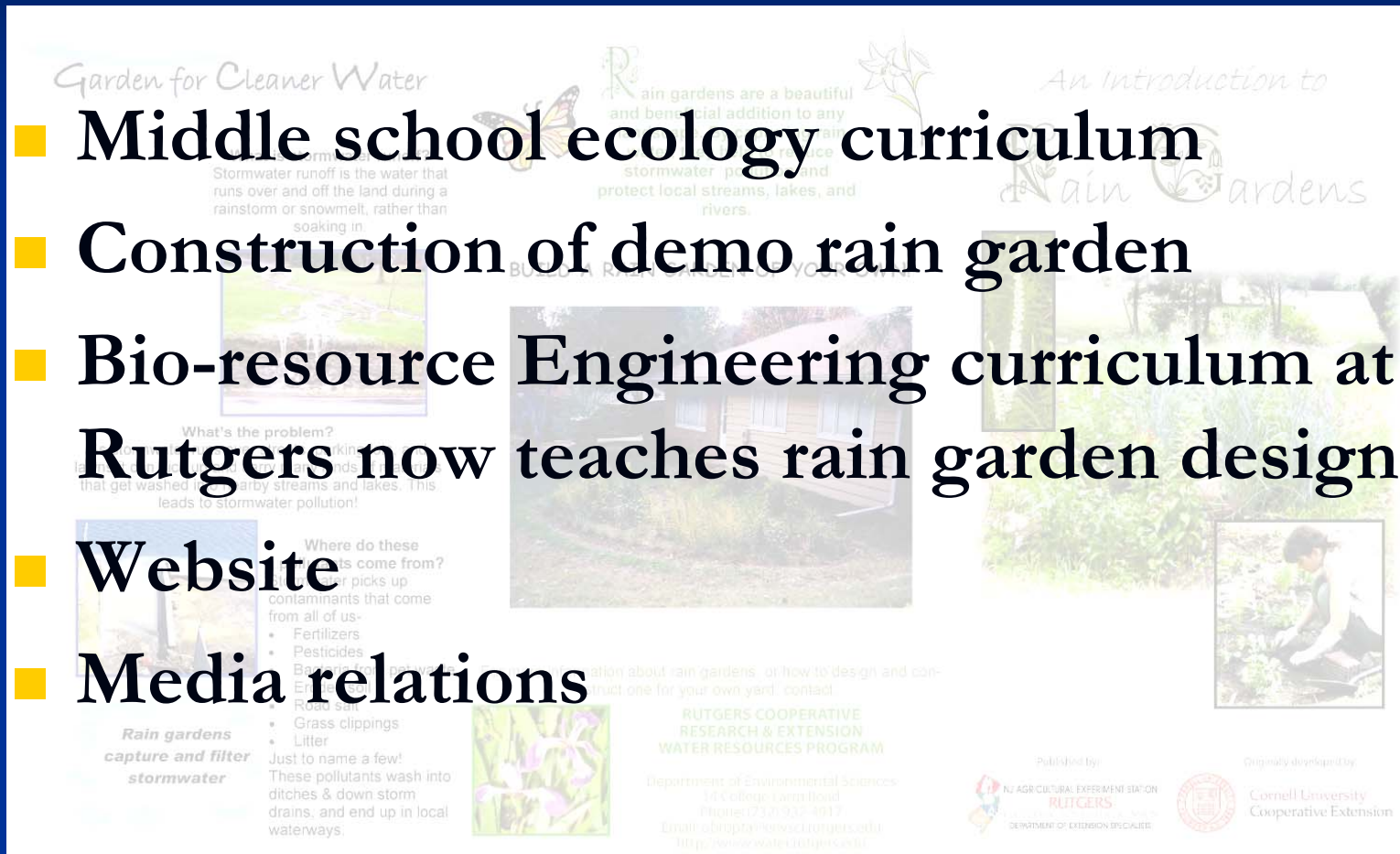
Program Actions

- **Training for:**
 - Master Gardeners,
 - Nursery growers, landscapers
 - Parks and grounds maintenance personnel
- **Fact sheets**
- **Design Manuals**
- **Self teaching PowerPoint lessons**



Program Actions

- Middle school ecology curriculum
- Construction of demo rain garden
- Bio-resource Engineering curriculum at Rutgers now teaches rain garden design
- Website
- Media relations



Impacts

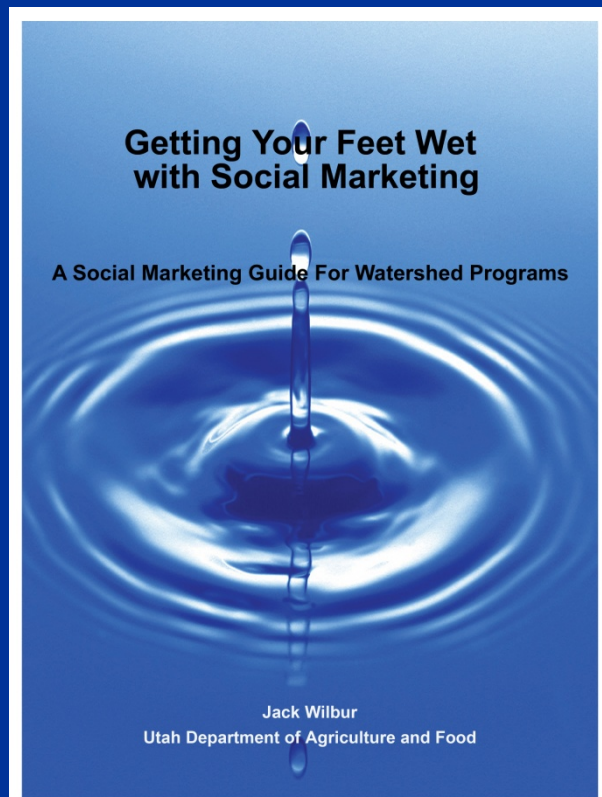
- 260 + landscapers, nursery operators, etc, trained
- 180 + master gardeners trained
 - Resulting in construction of five demo rain gardens
 - Estimated to handle 125,000 gallons of stormwater runoff/year
- 125 Middle school students educated

Thank You!

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Free Electronic Publication!:

**Utah Department of Agriculture and
Food Website**

**[http://ag.utah.gov/divisions/conservation/
documents/GettingYourFeetWet.pdf](http://ag.utah.gov/divisions/conservation/documents/GettingYourFeetWet.pdf)**